

MOTOR CAR IS AN ECONOMIC NECESSITY

Personal Transportation Is an Indispensable Factor for the Business Man.

By LEE J. EASTMAN.
President Packard Motor Car Company of New York.

The extraordinary manner in which the automobile has become a vital factor in modern civilization has been the subject for hundreds of speeches, articles and even long scientific treatises. But I have often thought that the romance of the automobile—and romance it surely is—its epic in character, and demands for adequate treatment not only the comprehensive and analytical mind of the historian and economist, but also the imagination and eloquence of the poet.

As society is constituted to-day personal transportation is an indispensable factor in man's daily cycle of activity. Primitive man could do with pedal locomotion, all that he required for sustenance and crude comfort being literally within a stone's throw of his abode. But modern man is obligated to travel many miles daily. His business, his home and his places of recreation are widely separated, and invariably the value of these elements to him is directly proportional to his means of transportation.

Let the street car employees go on strike for a day, or the railroads and interurban trolleys be put out of commission by storm or accident, or the motor car taken to the service station at immediately the question of personal transportation confronts us in its proper proportions.

The motor car is essentially and primarily a means of personal transportation. It furnishes time and place utility. By reason of its ability to fit closer than any other means of transportation the business, social and recreational needs of its owner and his family, it occupies a special and large place among modern agencies for carrying people from place to place.

Then, too, the automobile has played and is still playing a great part in increasing the efficiency and scope of activity of business and professional men. Every business, every profession, gains through use of the automobile. Investigation by the National Automobile Chamber of Commerce shows the following interesting figures:

Bankers and manufacturers have their efficiency increased 33 per cent. by use of the automobile; contractors, 31 per cent.; farmers, 48 per cent.; school superintendents, 72 per cent.; clergymen, 98 per cent.; salesmen, 102 per cent.; doctors, 101 per cent.; real estate and insurance men, 113 per cent.

Testimony of car owners, obtained by questionnaire, shows:

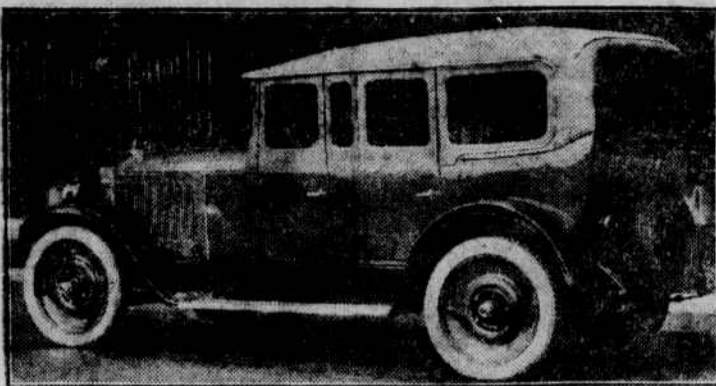
Added productivity due to car use, 57 per cent.

Mileage used for business purposes, 60 per cent. of all cars used, more or less, for business, 50 per cent.

Amount of total mileage used where there is no other adequate communication, 34 per cent.

Number of owners improving living conditions through use of car (suburban life, &c.), 37 per cent.

'Tourlux'—a New Moon Model



In the "Tourlux," a new Moon model, motorists have all the comforts and conveniences of the closed car at a remarkably low cost. Mounted on a standard Moon Six-40 chassis is a graceful permanent top which can be used as a sedan in winter and a California top or open car in summer.

William J. Coghlan, president of the Moon Motor Car Company of New York, is emphasizing the idea that this is no

ordinary winter top or attachment. It is manufactured and installed at the Moon factory as part of each Tourlux model. It is of substantial construction, free from rattle or rumble and matches the body perfectly. The plate glass rear side windows and frame lift snugly into the roof. The Tourlux throughout possesses the many distinctive refinements and fittings characteristic of Moon coach work. The price is \$1,445 f. o. b. St. Louis.

FIAT WINS AGAIN IN DASHING STYLE

For the second time in one week Fiat won a big international race when Pietro Bordino, the dashing Italian, flashed over the finishing line on the Monza Speedway, near Milan, after covering 497 miles in 5 hours 43 minutes 13 seconds, or at an average speed of 56.8 miles an hour. By this performance Bordino won the Italian Grand Prix for 2 liter cars, with a cash prize of 100,000 lira, and among other trophies a crown having belonged to the royal family of Italy.

Second place in the race was secured by Felice Nazzaro, the winner of the French Grand Prix at Strasbourg, who finished 8 minutes 32 seconds behind his team mate. Only one other car, a Bugatti, driven by De Viscaya, was left in the race when the winner cut the line, and it would have finished about 35 minutes behind Bordino had not the spectators invaded the track, obliging the committee to stop the race in order to avoid accidents.

Bordino's Fiat led the race from beginning to end and put up the fastest lap at an average speed of 91.3 miles an hour. This car made two stops, one being for a supply of petrol and the other to change a couple of rear tires. The engine was never stopped throughout the race and the driver never left his seat from beginning to end. Felice Nazzaro made one stop for petrol, but never changed tires and had no occasion to open the bonnet of his engine.

MAXSON JOINS MORROW IN BROOKLYN BRANCH

Immediately following the announcement of the National Motor Car and Vehicle Corporation of Indianapolis that the Morrow Motors Corporation had

been named distributor of National cars for New York, the news was made public that C. J. Maxson had been named Brooklyn manager of Morrow Motors.

The selection of a man of Mr. Maxson's ability and long experience in all branches of the automobile industry is an indication of the broad plans of the Morrow Motors for the development of sales of National and Earl cars in Brooklyn.

Brooklyn has never had an automobile man who was a more consistent booster. After years of experience with the Oldsmobile and Reo factories as traveling representative, he came East in 1908 and was immediately impressed with the tremendous possibilities of Brooklyn and Long Island as fertile territory for the sale of automobiles.

At that time—two years before he came to Brooklyn as branch manager for Reo—he was quoted as follows in the daily newspapers of Manhattan: "Across the river is a territory whose possibilities are realized by few in the automobile industry to-day. I refer to Brooklyn and Long Island. In a few years—probably ten—you will find that Long Island will be well on its way toward recognition as the greatest automobile territory in the United States."

Mr. Maxson is holding open houses this week at the Brooklyn branch of the Morrow Motors Corporation, 1619 Bedford avenue, where hundreds of his old friends and customers are calling to wish him good luck in his distribution of National and Earl automobiles.

WILLS-ST. CLAIRE WILL HAVE SERVICE STATION

The Wills-St. Claire Company of New York on October 1 will move their service station from 61 West 59th street to 106 West 64th street, where their facilities for taking care of customers will be ideal.

The basement of the building will be used for storage, the ground floor for a used car showroom and receiving department and the second floor for service.

HERE IS SOMETHING, TOURING ENTHUSIASTS!

"Touring a la caravan is becoming more popular every day," says George Stowe, vice-president of the Reo Motor Car Company of New York, "and it is now no uncommon thing to see a veritable 'home on wheels' while autoing along country roads."

There have been many camping bodies mounted on various chassis, but one of the most remarkable examples of ingenuity in anticipating the needs in connection with a special body for touring purposes is contained in the description of a new Tourmore body which has recently been designed for the speed wagon chassis.

This traveling home is complete to the last detail and includes sliding bed, locker, work table with a zinc top, ice box, sink, toilet, dressing table, desk, ample storage space and even a bath tub set under the floor at the rear.

"Equipment of this nature usually costs in the neighborhood of from \$2,000 to \$2,500 complete," says Mr. Stowe. "There are innumerable body companies making equipment of this kind at present and it will only be a question of time when there will be body companies manufacturing camping equipment exclusively for standard chassis."

MITCHELL FINISHES 'SEALED BONNET' TEST

"White Streak" No. 1, one of the many new F-50 cars sent out by the Mitchell Motors Company, Inc., of Racine, Wis., on a 10,000-mile sealed hood test, has finished its task, according to word received by T. L. Coleman, manager of the Mitchell branch in this city. The car completed its long journey under the piloting of Frank Zirbes, veteran Mitchell driver, at Chicago, and the exact distance covered was 10,234 miles.

The car, a stock one in every respect, left Chicago on June 4 after the hood had been sealed by the Adams Express Company. The machine was only one of 109 to be placed on the road under such conditions, and it is estimated that more than 1,000,000 miles will have been covered by these Mitchell cars when all are checked in. The car that finished was run over all kinds of roads in twenty-five States and was operated on an average of ninety-one miles a day.

On arriving at Chicago the hood was opened for the first time since June 4 by Dr. John Dill Robertson, president of the Chicago Pageant of Progress, who certified after breaking the seals that the engine had in no manner been tampered with. This meant that not the slightest adjustment had been necessary during the many days the car was on the road.

OLDSMOBILE BROUGHAM JOINS NEW 1923 LINE

An entirely new addition to the 1923 Oldsmobile line was revealed when the Olds Motor Works of Lansing, Mich., announced that production had been started on a brougham for its four cylinder chassis. This new car, which will be one of the leading Oldsmobile models for the next year, will sell at \$1,425.

This car will be built entirely on standard Oldsmobile car principles, with metal sides and tops, finished and appointed after the best closed car practice.

Dodge Town Brougham



This car now offered by the Stratton-Bliss Company here was specially built to fit the needs of New Yorkers and apparently fills the bill. Great interest was shown in it at the recent closed car show.

Putting Them Through Their Paces

By BURTON S. BROWN

PEERLESS.

One gets a real thrill behind the wheel of the new Peerless Eight. When we told Jack Clark, the local distributor, that many persons had asked us about its performance he said: "Why don't you take one out and get first hand information on the subject?" We accepted the invitation and, oh boy, how she snipped! We were never out of high gear from the moment we left the showroom until we returned an hour and a half later after having covered about twenty miles in and out of traffic, and up and down all the city's so-called "demonstration hills." There were three of us in the four passenger phaeton, which has a gear ratio of 4.5-10 to 1.

This car can "eat hills alive." It is one of the smoothest and most satisfying cars we ever rode in. Even when starting in high gear from a dead stop in traffic there is no "labor." It glides away as swiftly and smoothly "in high" as some cars do in low and second. It has a really remarkable pick-up. At all speeds the motion seems effortless. There is the sensation of flying without the noise. The eight cylinder engine is very quiet and without vibration at all speeds.

From a dead stop in high gear we went up Viaduct Hill with steadily increasing speed until the speedometer registered 22 miles at Tiemann Place, which is the crest of the sharpest rise. Swinging on to the viaduct, we slowed down to 2 miles an hour in high gear and then accelerated to 30 miles an hour in ten seconds. The car "took hold" instantly when given the gas and steadily and smoothly increased its speed.

We went into the 148th street hill running up from Riverside Drive at 6 miles an hour and hit the top at 12 miles an hour. We made a right hand turn into the hard 177th street hill with its double 8 turns at 15 miles an hour.

On that short but very deceptive 148th

and went over the top at 20 miles an hour. Next we tackled the 184th street hill, which runs up from Broadway. We hit the bottom at 15 miles an hour and went over the top at 15 miles an hour. From a standing start in high gear at the bottom we climbed Fort George Hill, hugging the right hand curb all the way and reached the top with the speedometer showing 32 miles. To determine pulling power at slow speed in high gear we went up Abbey Hill with the speedometer never registering over 10 miles an hour.

MARMON.

The new Marmon is the best car ever turned out by the Nordyke and Marmon Company. Lowering the body four inches has given it a lithe greyhound look that suggests both class and ability to perform. It was easy to judge the car a thoroughbred in appearance by simply looking at it as it stood on the showroom floor. That it was a thoroughbred in performance too, was proved by our experience in putting it to the test on familiar hills about the city. This six cylinder car is geared 4 to 1 and weighs 3,700 pounds. It has an amazing crank shaft which weighs 190 pounds and positively prevents periodic vibration. There were two of us in the car when we put her through her paces.

Starting in high gear from a standing start we easily climbed the steep grade of Viaduct Hill and were going 21 miles an hour at Tiemann Place where the sharpest climb ends. On the viaduct, which is perfectly level, we accelerated from 3 miles an hour to 32 in ten seconds.

On that short but very deceptive 148th

street hill running up from the Drive, we were going at a 7 mile pace when we hit the bottom and 15 miles an hour when we went over the top. Making a right hand turn into the hard 177th street hill at 10 miles an hour we went over the top at a 16 mile clip.

Next we tackled the famous 15th street hill where the city's motor fire apparatus is tested. We started at 15 miles an hour and finished at the top with the speedometer registering 14 miles.

From a standing start in high gear we climbed Fort George Hill easily, keeping close to the right hand curb all the way and going over the top at 28 miles an hour. The traction was very bad here, but the six cylinders went about their business as smoothly as if the wheels were not finding the going pretty rough.

It was decidedly interesting to see the car take Abbey Hill in high gear at slow speed. At no point did the speedometer register more than 11 miles an hour.

By way of a wind-up we ran down the hill to the city's roughest bunch of cobblestones and railroad tracks in New York. The car went over this terrible conglomeration at a 45 mile clip with astonishingly little "hew" and "hoove." Our last stunt was to drive off an 8-inch curb at 25 miles an hour. The way the springs absorbed the shock was remarkable.

After a whirlwind hour in this Marmon we were prepared to say that the enthusiasm of Sam Toback, the local distributor, was fully justified. The new Marmon is a great car.

ISOTTA FRASCHINI MAKES FINE RECORD

The Isotta Fraschini Motor Company of Milan, Italy, has in the last few months resumed its work of penetration in the North American market, work which had been interrupted by the war and the first period following the armistice.

Desires a large line of marine engines this company has put in the American market its eight cylinders in line chassis, which sells at \$7,500, plus war tax, delivered New York city.

The main features of this chassis are the eight cylinders in line motor with fine main bearings in the crankshaft, which assures a great deal of flexibility and, at the same time, an almost complete lack of vibration at any speed. The brakes on all four wheels working simultaneously insure a very effective braking and sudden stop and renders impossible the side skidding. The electrical equipment is of the original German Bosch. The wheelbase is 146 inches; the dashboard is of aluminum. All the bodies are custom built.

For the Tool Box.

A mighty useful addition to the tool box is a bar of ordinary laundry soap. This material can be shaved off with a penknife and the shavings be kneaded into a very fair putty to be used in repairing leaks in gasoline or oil lines. Obviously such a repair is only temporary and must be made permanent when the motorist gets back to his garage.

Along the Row

Further plans for Brooklyn's annual fall automobile show, to be held in the numerous Brooklyn salesrooms October 16 to 21, were discussed at a meeting Thursday. Members of the Brooklyn Motor Vehicle Dealers Association have been busy getting out their invitations to customers and prospects, as well as working out decorative schemes for their showrooms which will present a gala effect during the week.

James J. Hunt, president of the Hunt Motor Car Company, metropolitan distributor for the Hickenbach car, has received word from abroad that Capt. Eddie Hickenbach, who recently sailed from New York on his honeymoon, has left Paris for Berlin, where the annual German automobile show is now in progress. After the Berlin show Hickenbach will return to Paris for the French motor car display, which will be held October 4 to 15, and later he will attend the London exhibition.

Incidentally Hickenbach intends to visit Austria, Italy, Egypt, Greece and Turkey, and in each of these countries he will make a study of the automobile culture. Undoubtedly when he returns to this country he will bring with him the latest international viewpoint of the mechanical development of the motor car abroad.

Flat is exhibiting privately its closed car models in its salesrooms, 150 West Fifty-seventh street. The showing is particularly impressive in town cars, but there is great interest in the newest offering, the Fiat six sedan, a new creation of the Italian factory, which arrived last Thursday on the S. S. Colombo.

Sixteen years ago people used to stop and stare at an automobile; to-day these same people stop and stare when they see the styles of nearly two decades ago passing in front of them—and still running.

Residents of Atlanta, Ga., proved this when they had an occasion to see a 1906 two cylinder Buick, still hitting on all "twos," leading a properly paraded in that city. The car which created a sensation in 1906 by its fine points, while outclassed to-day by the modern makes, still runs, and is the prized possession of the Buick branch in Atlanta. The car was one of the two cylinder type with the engine under the seat and the gas tank up under the hood, and the motor was cranked from the side of the car.

The fiscal year of Packard Motor Car Company ended August 31, 1921, and although the company's annual report will not be ready for some weeks, it is known that results for the twelve months were satisfactory. After setting aside adequate reserves, net earnings, it is believed, will be more than \$1,000,000. If no reduction in inventory values is called for the company's net for the period may run as high as \$1,500,000.

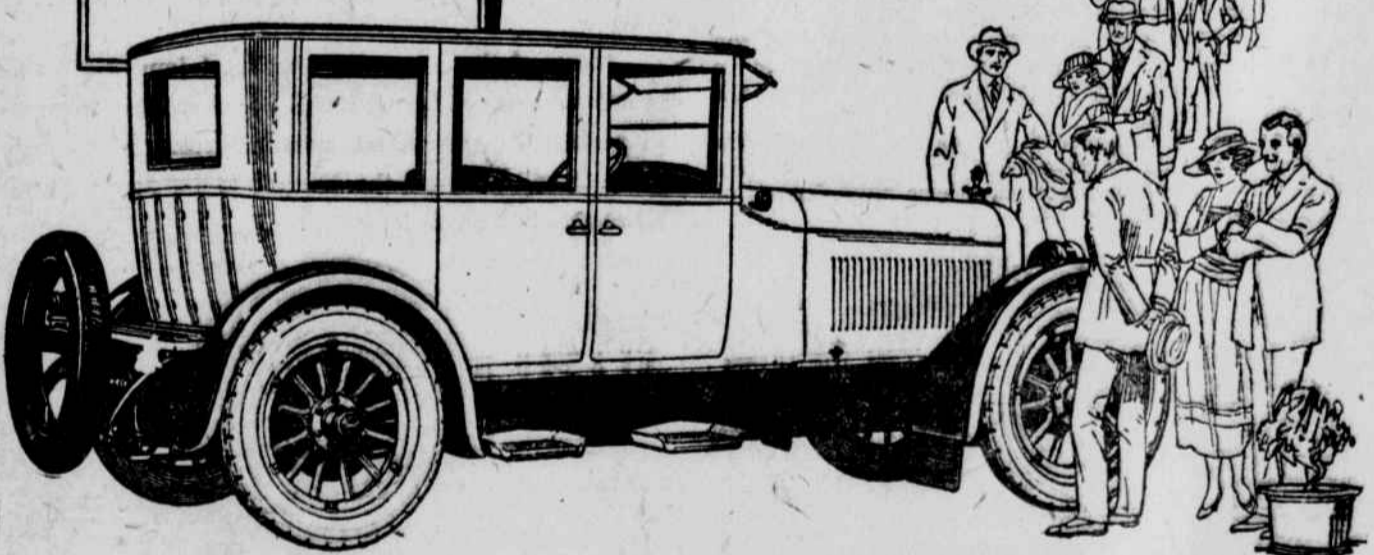
Harry A. Anderson has just been appointed Eastern zone representative for the Stutz Motor Car Company of America, Inc. Mr. Anderson returns to the Stutz organization after an absence of some six years, during which time he has been identified in all executive capacity with several other automobile companies. His previous connection with the Stutz was over an extended period during the days of the company's earlier successes. He is well known throughout the trade.

An automobile executive for only a little more than a year, William Lawall Jacoby, who was elected to the presidency of the Mitchell Motors Company, Inc., of Racine, Wis., June 8, 1921, is already beginning to make his energetic personality felt in the motor car industry. His business methods have brought the Mitchell company up to a high point of efficiency, and his policy of conservatism, coupled with foresight and judgment, are largely responsible for the present high standard of the Mitchell car.

CLOSED CAR BULLETIN

BEAUTY ✓
POWER ✓
COMFORT ✓
ECONOMY ✓
PRICE ✓

It Scores!



CHANDLER SIX

Metropolitan Sedan

\$2295

R.O.B. CLEVELAND

THE closed car show was a continuous fete for Chandler Six. The crowds were with it—interested and fascinated.

For thousands, their first "close-up" of Chandler style, smartness and luxury was a revelation.

The car confirmed its reputation as the conspicuous success of the year.

All week they came, they saw, they bought Chandler Sixes.

If you didn't see them at the show—see them now. If you saw them at the show—see them again before you invest in a closed car.

HULETT

Motor Car Company

1884 Broadway at 62nd Street
Else Motor Company, Bronx

Bennett Motor Car Company, Jamaica

Massoline Motor Car Company, Jersey City

THE CHANDLER MOTOR CAR COMPANY

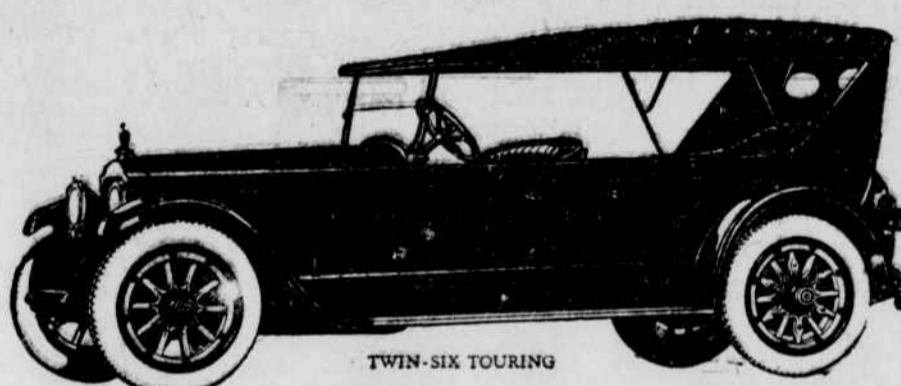
CLEVELAND

PACKARD MOTOR CAR COMPANY of NEW YORK

Broadway at Sixty-first Street

PACKARD TWIN-SIX

ASK THE MAN WHO OWNS ONE



There is nothing in all the generality of motoring with which to compare or measure the Twin-Six quality of motoring.

It is a thing apart and above—and it is distinct and individual to the Twin-Six.

There is no substitute for it, once it has been experienced; and it is not to be duplicated outside of the Twin-Six itself.